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May 24, 1999

Ms. Magalie Roman Salas
Secretary
Federal Communications Commission
The Portals
445 Twelfth Street, S.W.
Washington, D.C. 20554

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MAY 24 1999

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: FURTHER COMMENTS
In re Amendment of Section 73.202(b)
Table of Allotments
FM Broadcast Stations
(Judsonia, Arkansas)
(MM Docket No. 99-98; RM-9483)

Dear Ms. Salas:

Transmitted herewith on behalf of White County Broadcasters is an original and four copies of its Further Comments in the above-referenced rule making proceeding.

Should any questions arise concerning this matter, please contact this office directly.

Sincerely,



Patricia M. Chuh

Enclosure

No. of Copies rec'd 0+4
List A B C D E

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)	
)	
Amendment of Section 73.202(b))	MM Docket No. 99-98
Table of Allotments)	RM-9483
FM Broadcast Stations)	
(Judsonia, Arkansas))	

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To: Chief, Allocations Branch

MAY 24 1999

FURTHER COMMENTS

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

White County Broadcasters, by its attorneys, hereby submits further comments in support of the allotment of Channel 237A to Judsonia, Arkansas, as that community's first local aural transmission service.^{1/} In response to the Notice of Proposed Rule Making, DA 99-629, MM Docket No. 99-98; RM-9483, released April 2, 1999 ("NPRM"), White County Broadcasters timely filed its comments on April 13, 1999. These further comments are submitted to further support the allotment of Channel 237A to Judsonia, Arkansas:

1. It is noted that ALALATEX Broadcasters, seeks the allotment of Channel 257A at Cherry Valley, Arkansas in MM Docket No. 98-223; RM-9340. A Notice of Proposed Rule Making, DA 98-2495, MM Docket No. 98-223; RM-9340, was released in that rule making proceeding on December 11, 1998, establishing February 1, 1999 as the deadline for filing comments and February 16, 1999 as the deadline for filing reply comments. On February 1, 1999, two

^{1/} The NPRM specified a deadline date of May 24, 1999 for the filing of comments. Accordingly, these further comments are timely filed.

timely counterproposals were filed proposing the allotment of Channel 257A to Cotton Plant, Arkansas.

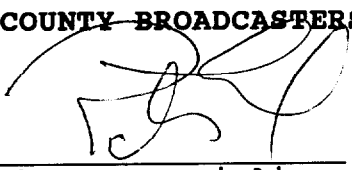
2. On March 5, 1999, ALALATEX Broadcasters filed reply comments in MM Docket No. 98-223 addressing the two counterproposals. In its reply comments, ALALATEX Broadcasters proposes the allotment of Channel 237A to Cotton Plant, Arkansas without making any commitment to file an application for the allotment, so that Channel 257A may be allotted to Cherry Valley, Arkansas. Because ALALATEX Broadcasters' reply comments in MM Docket No. 98-223 were filed well past the reply comment filing deadline established in that rule making proceeding (February 16, 1999), the Commission should wholly disregard ALALATEX Broadcasters' late-filed proposal in its reply comments, to allot Channel 237A to Cotton Plant as that proposal conflicts with the proposal to allot Channel 237A to Judsonia now pending in this MM Docket No. 99-98.

WHEREFORE, for the reasons above, the Commission should allot Channel 237A at Judsonia, Arkansas.

Respectfully submitted,

WHITE COUNTY BROADCASTERS

By:



John F. Garziglia
Patricia M. Chuh
Its Attorneys

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May 24, 1999